



Workmen at historic Golden Spike site 3½ miles west of Brigham City cover replicas of the two engines that met there with black plastic sheets to protect these tourist lures from the weather.

Brigham City Sets Up Tourist Lures

By Nick Kozak

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BRIGHAM CITY — A program designed to attract more tourists to Brigham City and the Box Elder County area is being sponsored by Brigham City and the Brigham City Chamber of Commerce.

Motels, service stations and cafes reported a 10 percent increase in tourist business, compared to a year ago, but the city and chamber officials feel more dollars are available to local businesses through advertising and contacts.

Coupled with the new advertising scheme will be a program to train all employees coming in contact with the motoring public.

Need to Explain

Brigham City Mayor Olof E. Zundel explained that tourism is one of the state's leading industries. He said not enough is being done locally to hold the tourist by explaining what is available for attractions and accommodations.

Brochures and off-highway billboards have been asked of leading advertising agencies in the state and locations will be selected to funnel the traffic into Brigham City.

Leading attractions in Box Elder County are the Golden Spike National Historic Site, 3½ miles west of Brigham City, the Bear River Bird Refuge, 14 miles west of Brigham City and the Brigham City Community Center Museum-Gallery.

Bisit Spike Site

Nearly 70,000 persons visited the Golden Spike site to Nov. 30.

William Krueger, superintendent at the site, explained that the historic film shown at the visitor's center brings favorable remarks from the visitors. The replicas of 119 and Jupiter, the two locomotives that met on the summit on May 10, 1869, remain as the highlight of a visit to the site.

Nearly 25,000 visitors have registered at the bird refuge and Lloyd Gunther, manager, said the new visitors center is visited by tourists who would ordinarily just drive around the sanctuary.

About a 20 percent increase in visitors has been recorded at the refuge for 1970.

Features Display

The visitors center has a display of mounted birds and animals that roam the 64,000-acre refuge. Mr. Gunther said that all visitors are especially interested in wildlife.

The Brigham City Community Center Museum-Gallery is also a favorite stop for the tourists.

Pioneer relics with historical attachments and a complete art gallery is housed in the lower level of the one-year-old building at 3rd West and Forrest Streets.

The increased tourists business did not escape a voice of criticism however, for the area and the state. Geography and condition of roads gained favorable comment from most of the tourists with Logan Canyon topping the list for natural beauty.

Head for Park

The 1970 records indicate that 60 percent of those stopping are northbound, destined for Yellowstone National Park.

The balance, all out of state, asked for information on special things to do and what to see in the immediate area.

Another criticism voiced by the tourists is the fact that the mileage is wasted if the Golden Spike site is visited and a

motorist must return to Brigham City and then journey to the bird refuge.

Some tourists remarked that a road should be built to join one site with the other. To assist the tourist, Brigham City and the

Brigham City Chamber of Commerce have tourist information booths open from May 30 to Sept. 6.

An average of 303 persons stopped daily for information at the two booths during the three-month season.